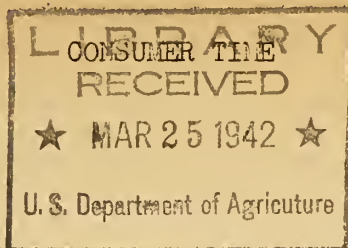


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1. ANNOUNCER: This is CONSUMER TIME.
2. SOUND: CASH REGISTER - CLOSE DRAWER
3. WOMAN: That's your money buying food.
4. SOUND: CASH REGISTER
5. MAN: : That's your money paying for a home.
6. SOUND: CASH REGISTER
7. WOMAN: That's your money buying clothes and the thousands
of other things you need.
8. MAN: That's you . . paying for these things . . money
out of your pockets.
9. SOUND: CASH REGISTER - CLOSE DRAWER

11. ANNOUNCER: That cash register sound familiar to you? It's not the same one that you've been hearing every week on CONSUMER TIME. That cash register and those voices are Canadian. Yes, that's right. CONSUMER TIME today comes to you from the studios of the Canadian Broadcasting Corporation in Montreal. This weekly program is regularly produced by the Consumers' Counsel Division in the U.S. Department of Agriculture. But we're not all strangers here in the studio. Canada's guest today is Gordon Hubbel, who is in charge of CONSUMER TIME down in Washington, D.C. We've asked Mr. Hubbel to come up here to find out for you what we in Canada are doing about the things that consumers buy and use. And here is Mr. Hubbel.
12. HUBBEL: Thank you, Monty. I've had a grand time here in Canada, and I've met a lot of our Canadian friends and neighbors. I've also asked a lot of questions, and I'm all ready to ask some more right now ... the kind of questions that I know lots of our listeners in the United States and Canada too would like to ask if they had a chance.
13. ANNOUNCER: And here is just the person to answer them for you, Mr. Hubbel. Madame Pierre Casgrain, who is Special Adviser to the Wartime Prices and Trade Board of Canada. Madame Casgrain for the last six weeks has been holding meetings all over Eastern Canada . . . speaking for the Consumer Representation Branch of the Price Board.

14. CASGRAIN: I am delighted to be here and to have this opportunity to talk to our neighbors in the United States as well as our friends in both countries. I think we all realize that now, more than ever before in our history of getting along together, we must have cooperation and understanding between us... the peoples of North America. We must join together if we are going to successfully withstand the onslaught of aggressive powers. And also to win the complete victory that will assure for all of us a better world in the future.
15. HUBBEL: I'm sure, Madame Casgrain, that millions of Americans feel the same as you do. If they could only have been here with me this week, and seen and met the Canadian people I have... I know that they would say, as I did... We have the same ideals of democracy... we're all working for the same goals, and we're doing it in much the same way.
- For example, your Consumer Representation Branch of the Price Board... isn't that like our United States Government Consumer agencies?
16. CASGRAIN: Yes, I believe it is Mr. Hubbel... although I do think you have had consumer representation in your government longer than we have. We are only just getting started.

17. HUBBEL: How did your Consumer Representation Branch get started, Madame Casgrain?
18. CASGRAIN: Donald Gordon, who is the chairman of our Price Board...
19. HUBBEL: His job is a little like Leon Henderson's isn't it in our government's office of Price Administration... Mr. Henderson's main job you know is to prevent inflation.
20. CASGRAIN: Yes, and so is Mr. Gordon's. Well, Mr. Gordon felt very strongly that everything that is done in these war times has some very definite effect on the things consumers use.
21. HUBBEL: Like various war orders affecting priorities and shortages.
22. CASGRAIN: Yes. And so, to keep consumers informed about what is going on... to explain the whys and wherefores of the various government regulations ... Mr. Gordon set up this Consumer Representation Branch, under the direction of Miss Byrne Sander's.
23. HUBBEL: What do you do, Madame Casgrain... what is the job of this Consumer Branch?

24. CASGRAIN: Its main job is to get the women of Canada... the housewives... the consumers... men and women... to understand that each of them ~~has~~ a very important role to play in this war. We need the cooperation and support of every citizen in Canada.
25. HUBBEL: Just as the United States government needs that same kind of support from its consumers and citizens.
26. CASGRAIN: Yes, that's quite right.
27. HUBBEL: Specifically, Madame Casgrain, what are you in Canada doing about the prices of things you have to buy?
28. CASGRAIN: We have here what we call the Price Ceiling Law.
29. HUBBEL: Oh, a price ceiling law. How does it work?
30. CASGRAIN: In the first place, the law puts a ceiling price on nearly everything we buy... a retail ceiling price.
31. HUBBEL: That means that prices consumers pay cannot go any higher than that ceiling.
32. CASGRAIN: Yes, that's the way it works.
33. HUBBEL: And did you say that those price ceilings were put on everything you buy?
34. CASGRAIN: Nearly everything, I said. There are a few exceptions.

35. HUBBEL: I see . Now, under this Price Ceiling Law, are the prices the same all over Canada? In every store?
36. CASGRAIN: No. There is no universal price for any commodity.
37. HUBBEL: Oh, you mean that one store can charge... say, ten cents for a certain grade and kind of canned soup... and the store across the street can charge twelve cents for the very same soup?
38. CASGRAIN: Yes, that's possible, Mr. Hubbel. You see, each store has its own ceiling price for each commodity ... just as the prices varied from store to store before the law came into effect.
39. HUBBEL: How do people know, then, what the ceiling price is?
40. CASGRAIN: The ceiling prices were based on the highest price charged by that store for that particular commodity during the period ... September 15th to October 11, 1941.
41. HUBBEL: That means that consumers have to remember what that price was.
42. CASGRAIN: Yes, in a way.
43. HUBBEL: Isn't that pretty hard for people to do?
44. CASGRAIN: It is for people who don't keep their bills or who can't remember.

45. HUBBEL: How can they tell, then, whether the storekeeper is charging them more than he should?
46. CASGRAIN: That's where we come in. The Consumer Representation Branch is asking every consumer to help do this job. After all, the government can't keep track of every store and every commodity all over the country. That's almost an impossibility.
47. HUBBEL: I can understand that. So what are you doing about it?
48. CASGRAIN: We're asking the women to keep a record of all the ceiling prices on the things they buy.
49. HUBBEL: What kind of a record, Madame Casgrain?
50. CASGRAIN: We are giving every woman in Canada this little blue booklet for that very purpose. It's called... My Price Ceiling Record... and there's a place to put down all the facts they should have. Then the consumer can see for herself whether the price has been raised; just by looking in her blue booklet.
51. HUBBEL: And you say that every woman in Canada has a copy of this booklet?
52. CASGRAIN: Well, they haven't yet, because we are still sending them out, but every woman or man should make it her patriotic duty to get her own copy.

53. HUBBEL: Suppose a consumer thinks she is being charged too much for some item she buys. Maybe the price is higher than the price in her blue book. What can she do about it?
54. CASGRAIN: She should then ask her storekeeper about it and with a smile -- please. Perhaps it was a mistake. Or perhaps, there are other factors she doesn't know about.
55. HUBBEL: But suppose she still isn't satisfied. What then?
56. CASGRAIN: Then our consumer has a duty to report it to the Regional Office of the Price Board.
57. HUBBEL: What does the Regional Office do?
58. CASGRAIN: It makes an investigation. If the dealer or storekeeper is wilfully violating the law, he will be prosecuted.
59. HUBBEL: And how has this worked out so far, Madame Casgrain?
60. CASGRAIN: Up to now, the merchants have cooperated so well that we haven't had one instance in which a storekeeper has been prosecuted.
61. HUBBEL: But it's really a consumers' job to keep her eyes open and keep on her toes on prices.

62. CASTRAIN: It certainly is. And not only on price, but quality, too. Quality cannot go down under this law. That's why I said that each of us has a very important role to play ... especially as consumers.
63. HUBBEL: I'm very glad to hear you say that, Madame Casgrain. Our Government in the United States is also asking consumers to help, too... and in a somewhat similar way.
64. CASGRAIN: But you don't have retail Price Ceilings on nearly everything.
65. HUBBEL: No, we don't ... and our price ceilings don't work in the same way... but we still need the cooperation of all consumers to see that prices don't get all out of line.
66. CASGRAIN: Well, in a democracy... the way of life we are fighting to preserve... we like to talk of our rights... but we sometimes forget that we have duties and responsibilities, too.
67. HUBBEL: I'm afraid that's true, Madame Casgrain.
68. CASGRAIN: And one of those responsibilities is being prepared to accept the sacrifices our governments are asking of us... but at the same time making sure that those sacrifices are being equally shared.

69. HUBBEL: You said sharing. Donald Montgomery, Consumers' Counsel in the United States Department of Agriculture, told us on CONSUMER TIME last Saturday something about the new tin order... cutting down on tin cans.
70. CASGRAIN: Oh yes. We have an order about tin, too.
71. HUBBEL: I read about it in one of your Canadian papers just a day or two ago. It's very much like our tin order... fewer sizes of cans... certain foods that can be packed in other kinds of containers can't any longer be put in tin cans, and so on.
72. CASGRAIN: That's an example of sharing in a sacrifice between the consumers in the United States and Canada, isn't it.
73. HUBBEL: Yes, because we have to conserve our supplies of tin... and of a lot of other things. We not only have to see that Canadians and Americans get the essential things they need.
74. CASGRAIN: We also have the job of sending Britain and our other Allies the foodstuffs and materials they must have.
75. HUBBEL: That's right. Now, I have another question I'd like to ask, Madame Casgrain.
76. CASGRAIN: What is it?

77. HUBBEL: What are you doing in Canada... besides your price ceilings... to tell consumers the effect of war on the things they need?
78. CASGRAIN: We talk to consumers in a number of different ways. For example, a third of all the women in Canada... that's about one and a quarter million... belong to one or another of the large women's organizations.
79. HUBBEL: And I suppose you work through these groups.
80. CASGRAIN: Oh yes... very definitely. When the Canadian Government said we were going to have sugar rationing... the Price Board reached all of those women in a very short time... just by going to the key women in these National Organizations. They, in turn, you see, send the material out to their Branch Offices and so on down the line.
81. HUBBEL: And I suppose you use radio, too?
82. CASGRAIN: Oh yes, the Canadian Broadcasting Corporation, and the privately owned stations in Canada are constantly giving consumer information about what is going on that would affect them... and also giving suggestions about what they can do about it.
83. HUBBEL: I have so many more things I'd like to ask... I'm sure that our listeners would like to hear more about what Canadians are doing.

84. CASGRAIN: Well, another thing - we are carrying on a big nutritional program... trying to help people plan better and healthier meals... the local home economics people are having classes... giving lectures... working out menus. We're also asking our farm people to grow more garden vegetables and to can them. All sorts of things like that... just as you are doing in the United States.

85. HUBBEL: And speaking of the United States, I think this is as good a place as any to say. Thank you, Madame Casgrain. I appreciate everything you've done... you and your colleagues in the Canadian Government and in the CBC.

But now, sitting in front of a National Broadcasting Company microphone in Washington, waiting to talk to you for a minute or two, is our Consumers' Counsel Donald Montgomery. Come in, Don, and tell us what you think of all this.

86. MONTGOMERY: Thank you, Gordon. It's interesting for us down here to get this round-up of the news from Canada which you and Madame Casgrain have given us. I wish you would thank her and our friends of the Canadian Broadcasting Corporation.

Canada is trying one way of controlling prices and supplies, and we are trying other ways down here. It's clear that both countries realize how dangerous inflation and speculation and profiteering are.

And both countries have passed laws for the purpose. We need such controls in times like these, so we can all buckle down to the very big job that we have to do.

For there has got to be a close working partnership between people and their governments. All our people, 132 million here and 11 million in Canada.

We call this "total war" that we are in. That means the machine worker in the factory, the farmer milking his cows, the bus driver taking children to school, the housewife washing dishes at home — they are all in the war, too. They are fighters along with the men at the front. And like the men at the front they have to change their living habits, they have to go without some things and get along with others.

But Government can help them to do this. The first and most important way to help is to make sure that they all know what adjustments must be made and why they must be made. If we do that, we will have partnership between people and their Governments.

You have been up there, Gordon, talking over this very question with our Canadian friends. I hope we can continue to help each other in this way. Really, I think we are just getting started at this job of building partnership on the home front, but we are moving ahead.

Our office in the United States Government the Consumers' Counsel in the Department of Agriculture, has been contributing something to this large job through this CONSUMER TIME broadcast, bringing each week some of the news behind the war orders which affect consumers, and some facts to help consumers get the best living they can. Another way is through the consumer magazine we publish. I want each listener who cares for a copy of that magazine to get one. So I am asking our announcer to tell you how you can get yours.

And now, before saying goodbye until next week, I want to say thanks again to our good friends across the border, to Madame Casgrain, and to the Canadian Broadcasting Corporation.

87. ANNOUNCER: Next week at 12:15 Eastern War Time, we'll be back in Washington, with CONSUMER TIME, with tips on what to do about family finances in wartime.

And now for that copy of the CONSUMERS' GUIDE, the magazine Mr. Montgomery told you about. Just address a penny postal card to your Consumers' Counsel, Department of Agriculture, Washington, D.C. On the other side of the card, tell us your name and address, and the call letters of the station to which you are listening, and say you want a copy of CONSUMERS' GUIDE. Let me tell you that address again. Consumers' Counsel, Department of Agriculture, Washington, D.C. Just ask for a copy of CONSUMERS' GUIDE, but please be sure to tell us the call letters of the station you are listening to now.

Today's program came from Montreal, Canada, and from Washington, D.C. Madame Pierre Casgrain, who is Special Adviser to the Canadian Wartime Prices and Trade Board, and Gordon Hubbel, representing our own Consumers' Counsel, spoke from Canada. Donald Montgomery, Consumers' Counsel, spoke from Washington.

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